

Message Text

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PAGE 01 STATE 061468

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ORIGIN USIA-15

INFO OCT-01 NEA-10 ISO-00 EB-11 COME-00 RSC-01 /038 R

DRAFTED BY USIA/ISA:RCLIFTON:MMK

APPROVED BY NEA/INS:LBLAINGEN

NEA/INS:DWBORN

USIA/INA:CCOURTNEY

COMMERCE:CCLEMENT

EB/CBA/OCA:IAWILLIAMSON

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P R 272206Z MAR 74

FM SECSTATE WASHDC

TO AMEMBASSY NEW DELHI PRIORITY

INFO AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL MADRAS

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E.O. 11652: N/A

TAGS: BEXP, IN

SUBJECT: US PARTICIPATION IN INDIAN TRADE FAIR, NEW
DELHI, NOV. 14- DEC. 13, 1974

REF: NEW DELHI 3763

1. CONCUR YOUR INTENTION MOUNT US PRESENCE AT SUBJECT
TRADE FAIR AS OUTLINED REFTEL. THERE IS NO OBJECTION
IN PRINCIPLE TO USIS FUNDING SUPPORT COSTS AS OUTLINED
REFTEL, BUT WE WILL NEED ESTIMATE OF TOTAL INVOLVED
BEFORE MAKING FINAL DECISION.
 2. USIS AUTHORIZED PLAY A ROLE IN SUPPORT OF MISSION
COMMERCIAL PARTICIPATION IN DELHI FAIR, BUT USIS CONTRI-
BUTION THIS YEAR DOES NOT IMPLY AGREEMENT CONTRIBUTE IN
FUTURE YEARS.
 3. THE VALUE OF THE USIS PRODUCED SLIDE SHOW SHOULD BE
ULTIMATELY DETERMINED BY INDIA-WIDE, YEAR-LONG PROGRAM,
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PAGE 02 STATE 061468

NOT BY USE AT FAIR ALONE.

4. USIA (IMV) AND COMMERCE WILL COLLECT INDUSTRIAL FILMS,
AS REQUESTED. COST, IF ANY, WILL HAVE TO BE BORNE BY
POST OUT OF REGIONAL MEDIA SUPPORT FUNDS. WE DOUBT IT
WILL BE POSSIBLE TO SUPPLY ENOUGH COMMERCIAL BROCHURES
AND INFORMATION FOR HANDOUTS, BUT COMMERCE OFFICIALS
BELIEVE THEY CAN SUPPLY AN AMOUNT ADEQUATE FOR DISPLAY. RUSH

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